

“A STUDY ON WORKING WOMEN’S ATTITUDE TOWARDS ALLOPATHY OR AYURVEDA & YOGA SYSTEM OF MEDICINE FOR MANAGING THE LIFESTYLE DISEASES WITH SPECIAL REFERENCE TO WESTERN SUBURBS OF MUMBAI”

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ABSTRACT

In India the situation is pretty upsetting; the disease profile is changing rapidly. The World health Organization (WHO) has identified India as one of the countries that is going to have most of the lifestyle disorders in the near future. The diseases of civilization are also known as the lifestyle disorders. Nowadays, the diseases of civilization are becoming more common and they are affecting younger population. Hence, the population at risk shifts from 40+ to maybe 30+ or even younger. According to the doctors, a sedentary lifestyle combined with an increase in the consumption of faulty & fatty food, lethargy, wrong body posture and the imbalance in physiological functioning and alcohol is to blame cases of obesity, diabetes, hypertension Low back pain, Migraine, Hyperlipidemia (High Cholesterol), Constipation, etc. This research would help to understand the awareness level about the diseases of civilization or Life Style based Disorder and to understand the working women’s attitude towards both of these systems of medicine in management of the Life Style based Disorder. With the help of this study, one can understand the various attributes which affect the preference of the consumers while the selection of treatment.

KEYWORDS: Working Women, Attitude, Allopathy, Ayurveda & Yoga, Lifestyle Disorder

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INTRODUCTION

Through improved sanitation, vaccination, and antibiotics, and medical attention the modern science has eliminated the risk of death from most of the infectious diseases. This means the primary causes of death would be non communicable or lifestyle diseases like heart disease, stroke, hyperlipidemia and cancer. Everybody naturally has to die of something, but lifestyle diseases take people before their time. In modern times too many people are dying relatively young from Heart Disease and Cancer and other lifestyle diseases. In India the situation is pretty upsetting as the disease profile is changing rapidly. The World health Organization (WHO) has identified India as one of the nations that is going to have most of the lifestyle disorders in the near future. Nowadays, the lifestyle disorders are becoming more common and they are affecting younger population. Hence, the population at risk shifts from 40+ to maybe 30+ or even younger. India has been already considered as the capital of diabetes in the world and now it is headed towards gaining another questioning situation — of becoming the capital of lifestyle-related disease as well. According to the doctors, a sedentary lifestyle combined with an increase in the consumption of faulty & fatty food, lethargy, wrong body posture and the imbalance in physiological functioning and alcohol is to blame cases of obesity, diabetes, hypertension Low back pain, Migraine, Hyperlipidemia (High

Cholesterol), Constipation, etc. The ratio of lifestyle disorders has tended to increase in frequency as our country is becoming more industrialized and the life span of population is increasing spontaneously.

There is advancement not only in the field of trade or business but also in the field of science mainly the medicine. With the boom of life style disorders it is an important task to understand the attitudes of the working population for the prevention and cure, or management of the life style disorders through the various systems of medicine such as Allopathic or Ayurvedic system of medicine. The purpose of this study is to support the evidence based attitude of working women towards managing the disease of civilization also known as the life style disorders. This study on attitudes of the working women helps to bring about an implication on supporting the AYUSH and to create the importance of Ayurvedic system of medicine and to provide a focusing attention to develop education and research in Ayurvedic system of medicine. To increase the awareness of Ayurvedic system of medicine which in turn improves the cost factor of Ayurvedic Doctors leading to bring about a boom in the Ayurvedic Pharmaceuticals industry as well. There is a tremendous changing role of both the Ayurvedic and Allopathic system of medicine for the management of lifestyle disorders in today's era. Consumer attitudes are a composite of a consumer's (1) beliefs about, (2) feelings about, (3) and behavioral intentions toward some product or service-within the context of marketing, usually a brand. The preferences of the consumer are a positive motivation, expressed by the emotional compatibility towards a specific product or service. It is been predicted that globally from the non- communicable disease the deaths will increase by about 77% from 1990 to 2020 and most of the deaths will increase in the developing countries including India. These conditions are not only causing enormous human sufferings but also the rising threat of lifestyle disorders is combated with existing knowledge and comprehensive and consistent actions at country level, led by national governments. Today, the healthcare professionals from various systems of medicine are increasingly realizing the need to focus on excellence of treatment as a measure to improve their competitive position. Patient based attributes and views of curative treatment, therefore, play an important role in selection of system of medicine. Effective or Curative Treatment and patient satisfaction are found to be strong drivers for patient's preference in the context of selection of specific system of medicine in India. This study would help to analyze the patient's perception about the treatment for a specific lifestyle disorders.

OBJECTIVES

- To study the concept of lifestyle disorders according to the Allopathic and Ayurvedic system of medicine.
- To study the awareness level of working women about the life style disorders.
- To study the range of different types of lifestyle disorders amongst working women.
- To study the attitude of working women towards Allopathy and Ayurveda & Yoga for the management of lifestyle disorders.
- To study the association between various types of lifestyle disorder and preferences of working women for various systems of medicine.

RESEARCH METHODOLOGY

This research study is a Descriptive Research Study. The information is collected through following stages

“A Study on Working Women’s Attitude towards Allopathy or Ayurveda & Yoga System of Medicine for Managing the Lifestyle Diseases with Special Reference to Western Suburbs of Mumbai”
Primary Data

- **Questionnaire:** The primary data is collected through distribution of questionnaires to the working women of various sectors.

Secondary Data

- Articles published in newspaper, magazines and book
- Inference, opinions and views of the media people
- Various website

Sample Size

- Working women - 100

Sampling Method: Stratified Cluster Random Sampling

Samples (Working women) are working with different sectors as: Banks, Retail, Academics, IT- Sector

LIMITATIONS OF THE STUDY

A sample size cannot be always representing the whole population. This study was restricted to only one city. In this study only two Systems of medicine i.e. Allopathy and Ayurveda were focused. This study was restricted only to Working women of limited sectors like Banks, IT, Retail, Academics. In this study the limited lifestyle disorders are taken into consideration. The size, convenience and homogeneity of the sample limit might be a limitation of the study. Only 100 Working women were covered due to time constraint.

Findings

The number of population surveyed on the basis of the marital status in which 54% women were married and 46% were unmarried. The classification of the population in which majority of the population (45%) surveyed was in the age group of 31-40 years. In the classification of the population on the basis of the educational qualification in which majority of the population consist of postgraduate Working Women (77%). According to the annual income classification the majority of women (55%) were in the group of 0-4 lacs income group. In working women of age group of 20-30yrs 32% are prevalent towards Migraine and 26% are suffering from lower back pain. Amongst the age group of 31- 40yrs obesity, lower back pain and constipation contributes to about 24%, 26% and 23% respectively. In the age group of 41-50yrs women are prevalent towards hypertension (21%), obesity (23%), lower back pain (26%) and constipation (24%). Amongst the age group of 50yrs & above majority of women are suffering from diabetes (53%), hyperlipidemia (50%), hypertension (55%), lower back pain (36%) and constipation (30%). The attitude of the working women towards their selection of medicine for managing the lifestyle disorders ranked the Allopathy with a range of about 57% preference and 43% preference for Ayurveda & Yoga. Allopathy is preferred to a larger extent with a factor of providing fast relief or fast action since the time is an important factor for working women. The factors which influence the higher preference for allopathy are availability of the medicines with reasonable price, fast effectiveness, easy medication and their past experience whereas the population is fed up of the lifelong side effects of this system of medicine. On the other hand working women are preferring Ayurveda & yoga on the basis of very low or no side effects, faith, quality and variety of medicines and

curative power of Ayurveda. The level of satisfaction experienced is about 73% are very much satisfied with Allopathic system of medicine with 10% of being dissatisfied and level of satisfaction towards Ayurvedic system of medicine is about 62% are satisfied with 8% being dissatisfied. Hence, there is higher level of satisfaction for Allopathy as compared to Ayurveda & Yoga. Working women gave higher preference to Allopathy for managing selective lifestyle diseases such as diabetes (89%), hypertension (92%) and hyperlipidemia(62%) whereas preference for Ayurveda & Yoga for selective disorders such as obesity (85%), lower back pain (90%), migraine(54%) & Constipation (78%).

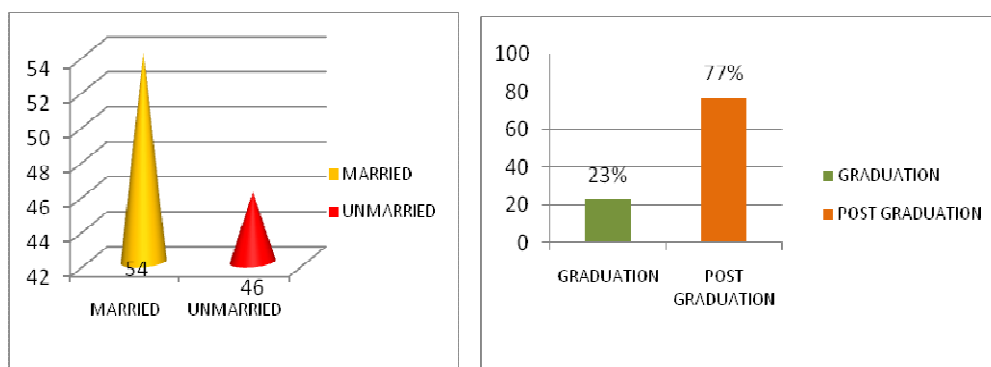


Figure 1

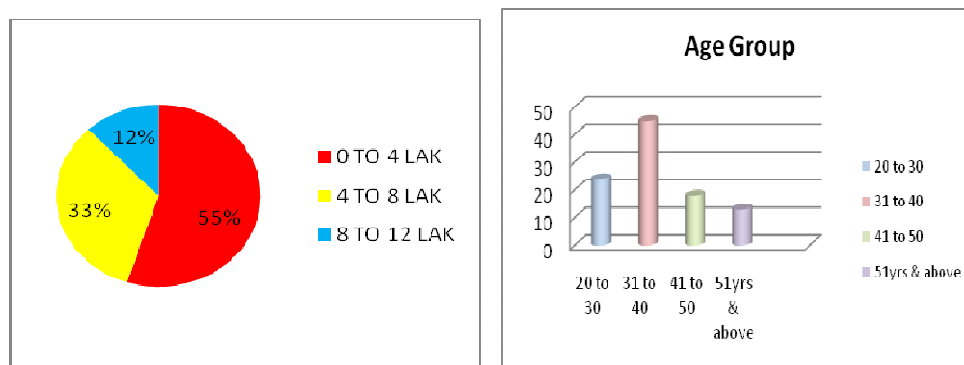


Figure 2

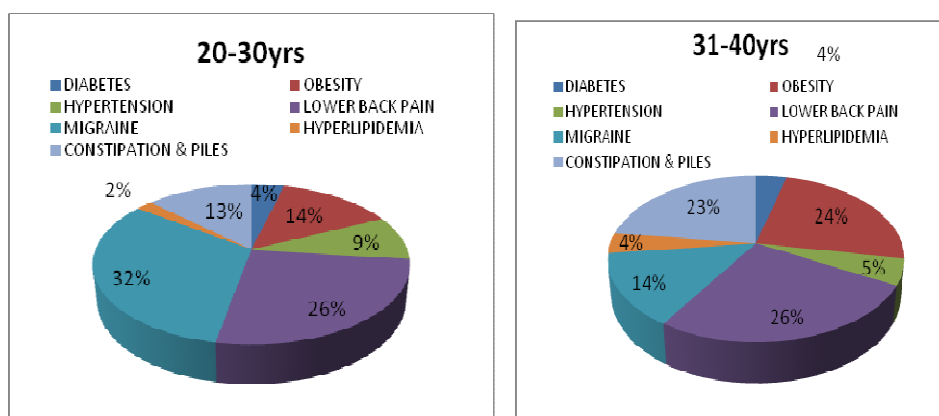


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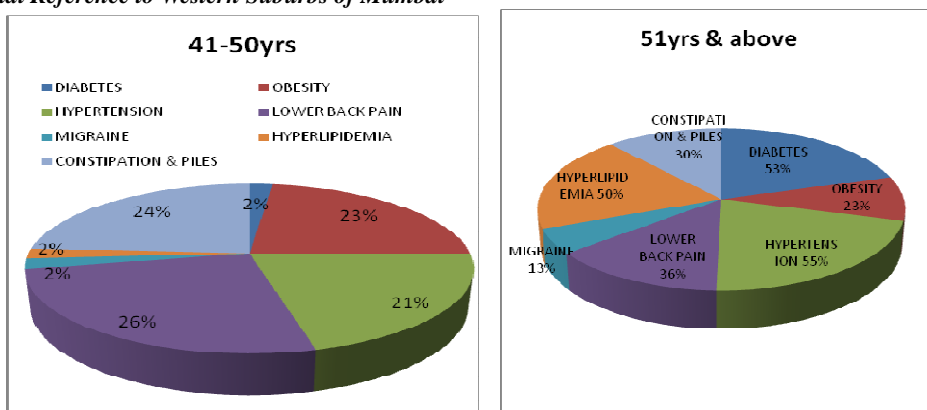


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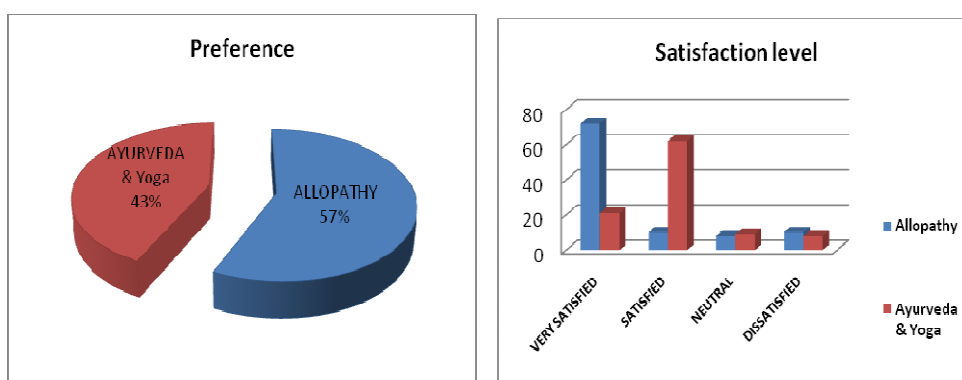


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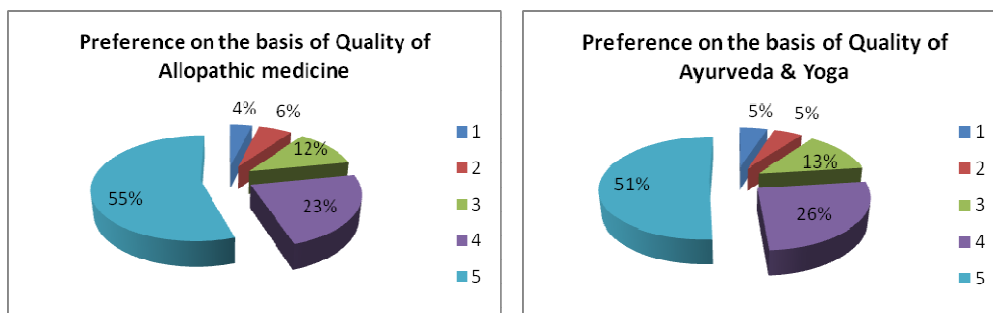


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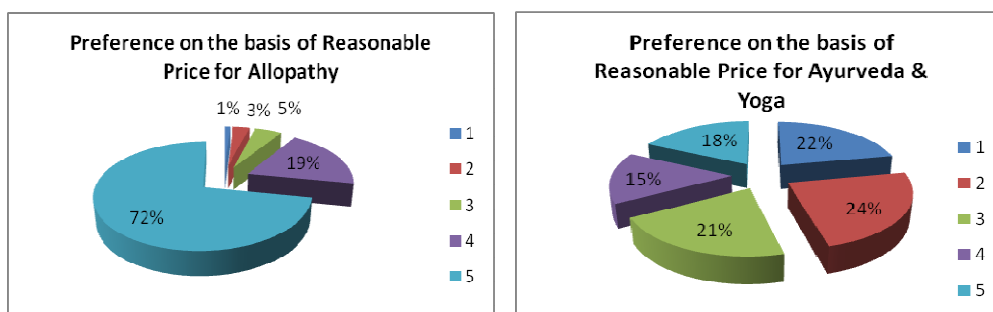


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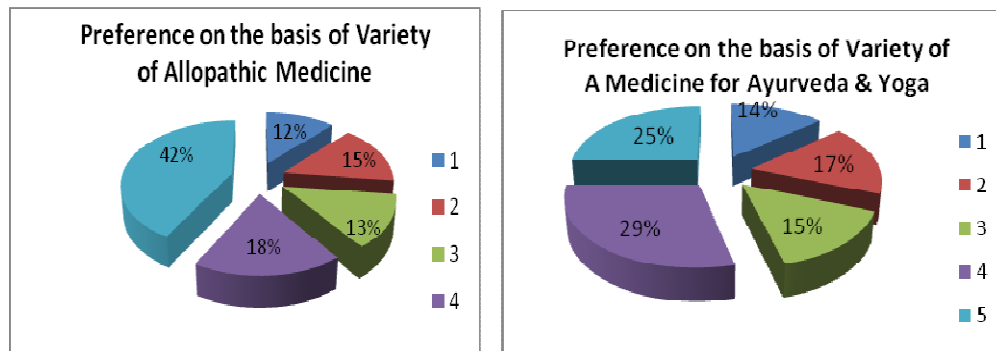


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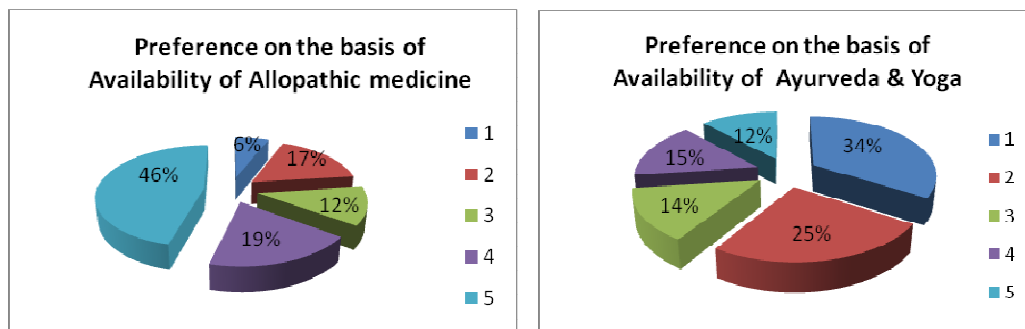


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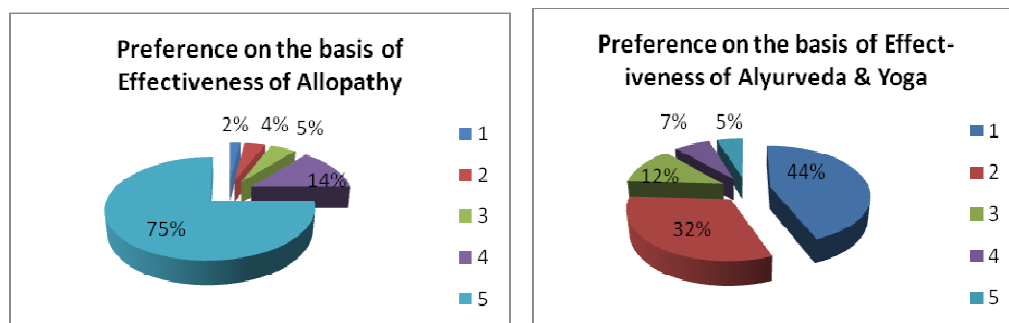


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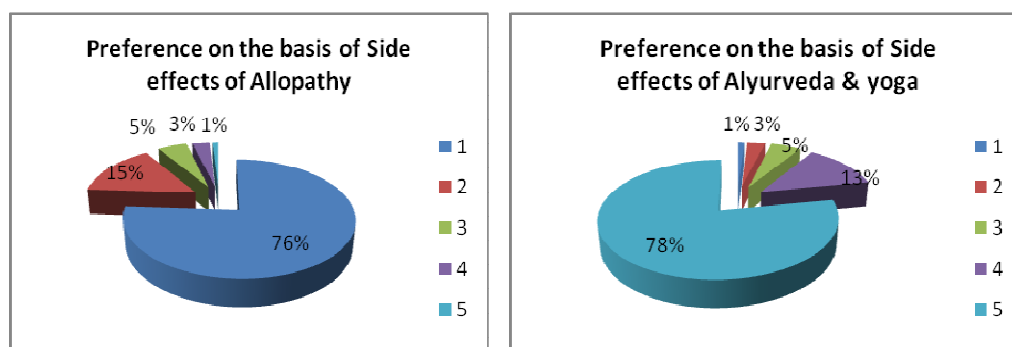


Figure 11

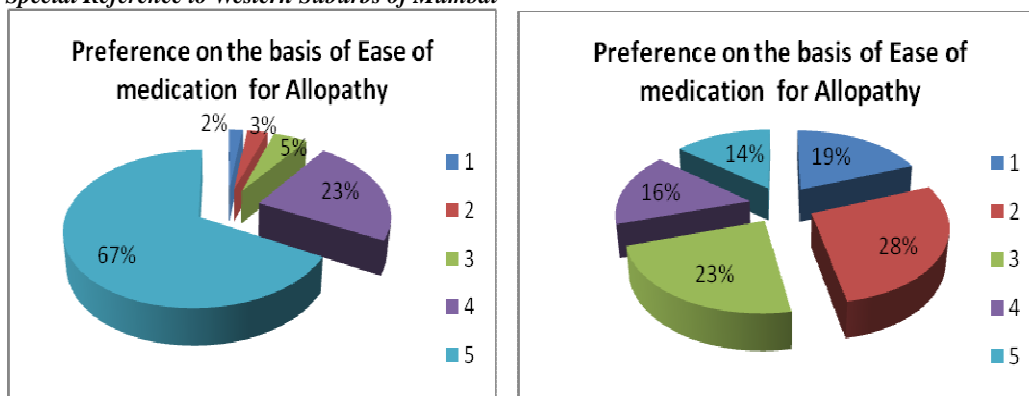


Figure 12

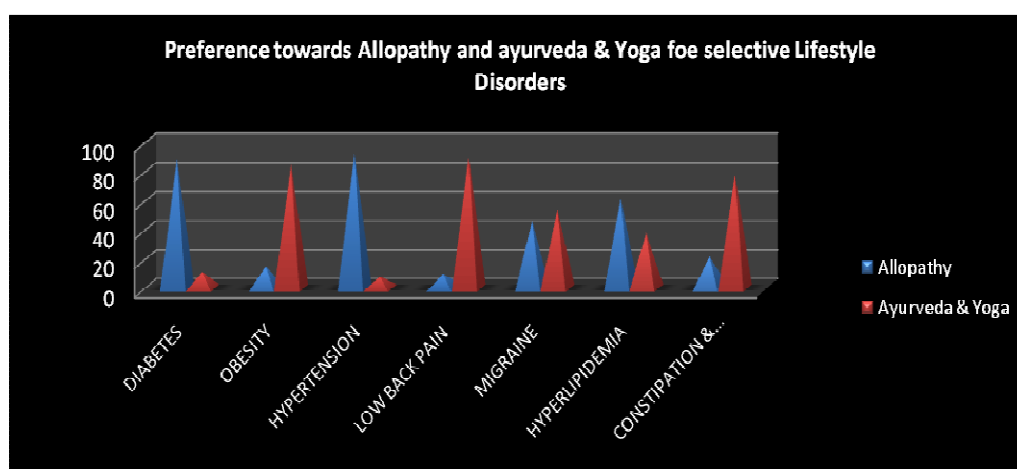


Figure 13

CONCLUSIONS

There is a preference for Allopathic system of medicine to a larger proportion than that of Ayurvedic system of medicine for the management of lifestyle Disorders. The working women opt out to select Allopathic system of medicine as time is an important factor in today’s fast running schedule of every individual. Though the Ayurvedic system of medicine has a great potential of preventing and curing a major amount of lifestyle disorder; it is been laid back with the cause of providing a slow pace of treatment and it is time consuming process. The major features or attributes that influence the higher preference for Allopathic system of medicine are mainly the fast effect, availability with reasonable price and easy medication on the contrary for Ayurveda & Yoga include features like quality of medicines, various varieties of medicine, low side effects. For increasing the importance of Ayurvedic medicine so as to generate more preference, an initiation to be taken by the AYUSH by conducting camps. Organization to provide coverage not only for the modern system of medicine but should also provide re- imbursement or health package coverage for alternative system of medicine. Ayurvedic system of medicine should develop some kind of immediate responsive medicine so as to compete with that of allopathic medicine.

RECOMMENDATIONS AND SUGGESSTIONS

- Initiation to be taken by the Ayurvedic system of medicine to increase its awareness by conducting camps.

- Community education and community building needs to be initiated and developed by AYUSH to increase its awareness by dealing with large masses of population through newsletters, blogs, health campaigns, etc
- Organization to provide coverage not only for the modern system of medicine but should also provide reimbursement or health package coverage for alternative system of medicine.
- Ayurvedic system of medicine should develop some kind of immediate responsive medicine so as to compete with that of allopathic medicine.
- Days like International Yoga Day should be considered as a strategy by the professionals and should be implemented as a part of day to day routine.

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